



News

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Road Safety experts use social media to spread safe riding messages

Road safety experts from North Yorkshire are turning to the power of social media in a bid to reduce the numbers of motorcyclists killed and seriously injured on the region's roads this Summer.

The 95 Alive York and North Yorkshire Road Safety Partnership has today launched a new YouTube channel featuring videos aimed directly at bikers living in or using the county's roads. The videos set out to explain what the consequences of careless riding can be and the effects a serious crash can have.

Featuring real stories from those who have been directly affected by motorcycle crashes, the hard hitting videos will be sent to bikers across the north of England and the partnership is urging anyone who rides a motorcycle or knows a biker to log on, watch the videos and forward them to friends and family.

The three videos include the story of Luke Delahunty who was paralysed from the chest down after crashing into a tractor on his bike, and Sarah McCarthy whose husband Stuart was killed when he lost control of his bike on North Yorkshire's roads last summer. The final video features a series of top riding tips from North Yorkshire Police's advanced motorcycle training officers.

So far fourteen bikers have died on roads in York and North Yorkshire since the start of 2010, which accounts for more than half of the total number of fatalities in the county. Last year 15 motorcyclists were killed and 107 seriously injured.

The partnership is keen that as many bikers as possible log on to watch the videos in the hope that it will make them think more carefully about the risks they take when out riding.

North Yorkshire County Council's Director of Business and Environmental Services David Bowe, Chair of 95 Alive said: "North Yorkshire has some of the most challenging roads for bikers anywhere in the UK, but we want them to be able to enjoy their ride in the county for the right reasons.



“The very simple message contained throughout the videos is that one small lapse in concentration, one small mistake could have devastating consequences for you and your loved ones.

“We are asking anyone who knows a biker, is related to a biker, or who rides themselves to take a moment and log on to watch the videos then forward them to their friends. We are hoping that the videos will be viewed by many of the thousands of bikers who use our county’s roads and that it will make them think about riding more carefully next time they are out.”

Inspector Dave Brown, Head of Strategic Roads Policing at North Yorkshire Police, said: “Thousands of bikers visit our county and return home safely. You can enjoy yourselves and North Yorkshire Police will openly applaud and support responsible riding.

“Please read the road, be extra careful riding in groups and show due consideration for the comfort and safety of other road users. We want you to live to enjoy the next ride out, don't you?”

“If you feel the need to abuse the laws of the roads, expect to be dealt with appropriately and without leniency. Think about what you are doing and ride within your limits and the law.

Ends

Photography:

The accompanying photographs show Inspector Dave Brown, Head of Strategic Roads Policing at North Yorkshire Police, reviewing the videos.

The 95 Alive York and North Yorkshire Road Safety Partnership is a partnership of local authorities, emergency services and other agencies that have a common interest and duty to reduce the number of people who are killed and injured on the roads of York and North Yorkshire. They have set themselves a target to save an additional 95 lives by the end of 2010. This is over and above the 40 per cent reduction in casualties that is already demanded of them by Government.